

Anniversary Month Concerts
In the Grand Court at 9, 11 and 4:50
Familiar Melody at 11:55, with
Chimes at stroke of 12.
In Egyptian Hall at 2:30

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

Monday at Wanamaker's Is Worth Looking Forward To

Common Sense Is Never on Parade

It has no trumpet—nor does it puff itself up or tie blue ribbons on its breast. It simply moves along on a straight road upon which it is not possible to be lost. Its presence makes itself felt, not by antagonisms or self-assertiveness, but by a perceptible sense of the existence of a present force to mark out a safe and sensible course of action.

Just to be "it" and do the right thing is not an impossibility, and is well worth striving for.

[Signed] *John Wanamaker*

March 8, 1919.



Women's Fine Afternoon Gowns —\$77.50 to \$97.50

Printed chiffon, printed silk crepe de chine and foulard—the three most graceful fabrics on Fashion's entire list. The foulards are charmingly quaint—notably a style with three rows of pleatings describing an old-fashioned overskirt in front. In the back they are caught up under a bow—a trick that suggests the fashion of 1870. The printed chiffons have long swaying, drooping sleeves and pointed draperies which carry out the same lines. One foulard has straight panels of chiffon hanging over its accordion-pleated skirt. Sometimes the flower-like sleeves are outlined with jet beads. A rose-colored crepe has rows of white silk tracery. Prices \$77.50 to \$97.50.

(First Floor, Central)

With White Voile, Lace and Embroidery Are New Waist Ideas Carried Out

Ever so many women come to us for white voile blouses because they are so practical—they wear so satisfactorily and launder so beautifully.

\$3 for a simple little waist with hemstitching in squares. \$3.85 for another waist with tucks and a vest of imitation filet and a new collar of embroidered organdie and imitation filet.

\$4.50 for a pretty waist of voile with the new square neck, a bit of Venise lace for prettiness, embroidery on the collar.

And at \$7.50 a fine batiste waist with many box pleats and the daintiest collar and cuffs with hand work—hemstitching, hand scalloped and embroidered. This last from the Philippines.

(Third Floor, Central)

6000 Irish Handkerchiefs For Women—\$1.40 a dozen

To get real linen handkerchiefs of this grade at \$1.40 a dozen is a rare occurrence these days.

These are fresh, new and spotless, are finished with narrow hems and neatly hemstitched.

(West Aisle)

Two Fine New Corsets

One is of the famous Parisienne make—a corset intended for evening wear and having an important new feature, a peculiar arrangement of bones around the top, both front and back. The material is extremely pretty silk broche, and the top is finished with blue silk embroidery. Price \$35.

The other is a Letitia corset from the same maker. It is intended for medium figures, has low bust and long skirt. Its lines are straight and rather long and the material is coutil. Price \$9.

(Third Floor, Chestnut)

Fine New Silk Stockings With Openwork Ankles

These beautiful hose are full-fashioned thread silk, in black, white and colors.

They are the kind of stockings women of fashion are buying for low shoes, and though made in America, they resemble French goods.

Prices \$4 and \$5.

(First Floor, Market)

THE SILK SALON ANNOUNCES A SHOWING OF THE NEW AND BEAUTIFUL SILKS FOR SPRING AND SUMMER

Looking back over the records of the past decade, there hasn't been a month in which we sold so many silks, such a variety of silks as we sold during February. And customers and critics, manufacturers and importers alike, said that it was a silk collection difficult to equal in point of fashion, variety and price. That same collection has been enlarged, enriched and broadened, so that for Monday morning we shall have to show you

A Wonderful Assortment of the Newest Silks

<i>Baronet satins</i>	<i>Black silks</i>	<i>Novelty silks</i>
<i>Plain satins</i>	<i>Washable satins</i>	<i>Taffetas</i>
<i>Crepes Georgette</i>	<i>Tricolettes</i>	<i>White silks</i>
<i>Sports satins</i>	<i>Sports silks</i>	<i>Printed crepes</i>

These are the new fashionable street, afternoon and evening shades.

(First Floor, Chestnut)

Special Silks on the West Aisle

Three counters of specially priced silks—all silks much in demand just now—and silks in fashionable colors.

Colored crepes de chine, \$1.50 and \$1.65. Washable satins, in pink or white, \$1.65 a yard. Colored satins, \$2 a yard. Black messalines, \$1.25 a yard. Black satins, \$2.25, \$3 and \$3.65 a yard. Striped taffetas and checked and plaid taffetas, \$1.50.	Striped and checked Louisines, \$1.50 a yard. Foulards, \$1.50 and \$2 a yard. Plaid and striped sports silks, \$2 a yard. White sports satins, washable, \$3 a yard. White messalines, \$1.25 a yard.	White wash satins, from Japan, \$1.75 a yard. Crepes Georgette, \$1.65 a yard. Natural-color pongees, 65c a yard. AND JUST OUT OF BOND—a special lot of fine white habutais, 36 inches wide and 86c a yard.
---	--	--

(West Aisle)

Women's New Short Sleeves Call for Long Gloves

—and the Wanamaker Glove Store always is ready with the new things and all the latest styles required for the smart new Spring frocks.

White kid gloves, and they are genuine kidskin and of soft, fine texture—

8-button length—\$2.50
12-button length—\$3.00
16-button length—\$3.50

Some fine Reynier gloves in white—

16-button length—\$5.25
20-button length—\$6.00
24-button length—\$6.50
(shoulder length)—\$8.50

(Main Floor, Central)

Women's Overnight Bags for \$5 and \$6

Little enough for such good-looking, serviceable pieces.

They are made of black enamel fabrics, are very light in weight and, while not large, are a roomy shape. Lined with a clean-looking striped fabric.

(Main Floor, Chestnut)

An Uncommonly Special Sale of Jewelry and Pretty Trinkets

These are the little things that girls and women take such delight in possessing—and these are all in the new designs and are in use at this minute.

Silver-plated coin purses, 75c; silver-plated powder boxes, 75c; silver-plated lockets, 75c; silver-plated powder cases, 50c.

Gold-plated bead necklaces with pendants, \$2; gold-plated bangle bracelets, 25c; gold-filled bangles, 75c and \$1.

Sterling silver jewelry set with imitation stones—circle brooches, fancy brooches, bar pins and crescents, \$1 to \$2.

Bar pins, circle pins and lingerie clasps, 25c.
Hat pins, 25c.
Stone-set bar pins, 25c.
Cuff links, 50c.

And they're all much under the regular price for such things.

(West Aisle)

Fine New Guimpes to Wear With the New Frocks

Softest fine white stuffs make these little guimpes—organdies and mulls and crepes Georgette. They are made in the new styles, with round necks or square necks, and the very fashionable vest effect.

Ever so many are hemstitched; any number have frilly collars and frills down the front; many have hand embroidery and are lace trimmed. Many have the youthful round necks that are so becoming and pretty. They are daintily made, are brand new and are \$5 to \$15 each.

(Main Floor, Central)

Prettiest of Chemises in Crepe de Chine

Prettiest because the pink is so peach-blossomy, the stitching so dainty and the styles so refined. There are Empire styles and styles with hemstitching and fine embroidery and tiny bows or very fine lace. Prices are \$3.75 to \$7.50.

(Third Floor, Central)

A New Bungalow Apron—Special for \$1.25

It's really an apron and dress combined! Made of good cottons in neat designs, with small sleeves, round neck and two pockets.

And it's an exceptional value for \$1.25.

(Third Floor, Central)

"The Little Grandmother of the Russian Revolution"

Catherine Breshkovsky is speaking Monday at the Bellevue-Stratford, and people who would like to read her book of that title may like to know that it is on sale in the Wanamaker Book Store; price \$1.50. It consists of her reminiscences and letters, is edited by Alice Stone Blackwell and is intensely interesting.

(Main Floor, Thirteenth)

From Overseas and All Hand Made—White Robes

It may be a long time again before we can get such fine, hand-made things to sell for such reasonable prices, which makes us especially interested in these.

They are in white, and the embroidery is all white. Net and fine batiste are the materials, and the robes are cut on generous lines, with plenty of material and embroidery for the skirt and bodice.

They are entirely hand made, are imported, and are \$28.75 and \$33.75 each.

(Main Floor, Central)

Warp Print Robes—Special—30c to 55c a Yard

They are in effective light and dark colorings and are pretty enough to have many uses.

4½ and 5 inches wide, and particularly good for the prices.

(East Aisle)

A Chestnut Street window shows the distinguished furniture which may be found at any time in the Bureau of Interior Decorating on the Fifth Floor. There is a large Italian table, and Italian desk, two high cabinets, decorated, in the English style, and some fine needlework chairs—all lovely in their quiet-toned coloring.

This is a Go-Ahead China Sale

It has behind it all the goods needed to make it go ahead, especially the dinner sets and cut glass. We are constantly opening new cuts of dinner services, and for Monday we can assure our customers of an assortment practically as good as it was the day the sale opened. Keeping present costs and market conditions in mind, the prices at which we are offering these sets are extraordinarily low, in some cases 50 per cent less than regular rates; in no case less than 20 per cent. The French china dinner sets are now \$40 to \$200 a set.

Japanese china dinner sets are \$35 to \$75 a set. English semi-porcelain dinner sets are \$22.50 to \$100 a set.

American semi-porcelain dinner sets are \$17.50 to \$42.50 a set.

Set means 106 and 107 pieces—our regular standard combinations. A large selection of fine cut glass is offered at one-third to one-half less than regular prices.

(Fourth Floor, Chestnut)

Important Special Sale of Fine Wilton Rugs

In spite of advanced prices the demand for the finest weaves of domestic rugs is more pronounced than it is for any other kind.

This unusual demand, coupled with a marked scarcity of materials, has greatly reduced the supply.

One manufacturer was so disheartened by his failure to get raw material that he offered us his entire stock at a much-lowered price. As this stock consisted of hundreds of Wilton rugs that are among the finest made in America, we quickly accepted his offer.

Monday we put these rugs on sale at an average reduction of 25 per cent. The saving on a 9x12 ft. rug, for example, is \$34.50.

9x12 ft., \$94.50.	9x9 ft., \$82.50.	22½x36 in., \$6.75.
8.3x10.6 ft., \$92.50.	4.6x7.6 ft., \$36.	3x9 ft., \$28.50.
6x9 ft., \$61.50.	36x63 in., \$15.85	3x12 ft., \$33.
10.6x12 ft., \$137.	27x54 in., \$10.	3x15 ft., \$46.

(Seventh Floor, Chestnut)

On Monday thirty-six big table lamps with Japanese pottery bases go into the Lamp Sale. They are of the one and two light electric variety, and their shades of "parchment" and Japan paper are made to match. Prices are \$10.50 to \$25.

Plenty of small silk shades and of floor lamps are still to be had in the Sale.

(Fourth Floor, Central)

DO YOU know what Greenwich Village prints are? Lest you do not, we will say here that they are novel designs in decorative silks, designed by the Bohemian-spirited inhabitants of a picturesque spot in New York city known by that name. They are immensely daring both in color and design, and fourteen of them may be seen in the Upholstery Store. The price of the silks is \$1.75 a yard, the width 31 inches, and they are to be used for hangings and draperies and cushion covers.

(Fifth Floor, Market)

Umbrellas Re-covered at Special Prices During March

Covering of cotton taffeta with wide selvedge edge, black only. 90c for each umbrella.

Covering of a material with silk warp, cotton filling and silk selvedge. \$1.85 for each umbrella.

Both prices mean a considerable saving.

(Main Floor Gallery, Market)

Spring Brings a Special Longing for Music

When the birds begin to burst into song and the buds to burst into bloom, there is something inside most of us that craves expression in music.

Those of us who can sing are apt to catch ourselves humming at our work.

And the still greater number who cannot sing are apt to be caught trying it.

And Everywhere We Hear Pianos Playing

This is the time when people who have no pianos want them more than ever. The house seems strangely dull without music.

Time was when the purchase of a piano entailed learning how to play it, but now the player-pianos and reproducing pianos bring the world's best and brightest music everywhere.

<i>Chickering Schomacker</i>	<i>Knabe Haines Bros.</i>
<i>Emerson</i>	<i>Marshall and Wendell</i>
<i>Lindeman</i>	<i>J. C. Campbell</i>

We have over fifty styles of pianos, player-pianos and reproducing pianos in these famous makes, at prices ranging from \$325 for a J. C. Campbell upright to \$3150 for a Knabe Ampico grand.

Any of these instruments may be bought on convenient terms.

(Egyptian Hall, Second Floor)

Fine Table Cloths and Napkins A Maker's Surplus—at Large Savings

These are high-grade goods of durable double satin damask, full-bleached and in an excellent assortment of patterns. They are the New York warehouse surplus of a reliable Scotch manufacturer and were bought to sell at a saving of one-third to one-half.

The cloths run from 2x2 yards at \$13.75 to 2½x4½ yards at \$40 each, with a choice of six different prices in between.

The matching napkins are size 27x27 inches at \$23.75 a dozen.

(First Floor, Chestnut)

Attractive Draperies of Stenciled Crash

There is something novel and individual about stenciled crash as a drapery fabric. New curtains of this material are shown in the Upholstery Store in attractive choice for Spring home-dressing.

They can be had in all desired colors and are guaranteed washable. Priced \$5.25, \$5.50 and \$6.75 a pair.

Couch covers, \$5, \$5.50 and \$6 each.
Table covers, \$1.25 and \$2 each.
Table scarfs, \$1.15 each.

(Fifth Floor, Market)

Young Men Getting Back Into Civilian Clothes

have an agreeable surprise in store for them if they come to this Clothing Store for their Spring suits and overcoats.

There is no getting away from the fact that the last few years put all of us on our mettle, and one result is that we have finer Spring suits and overcoats to show than we have ever had.

This is particularly true of the fashion and tailoring of every garment. There is a dash and swing and at the same time a trimness in the lines of the suits which are at once clever, buoyant and distinctive.

The elaborate and careful tailoring is particularly noticeable in the treatment of the lapels and pockets, but they show thought, effort, individuality, improvement all over.

The full price range for our entire stock of Spring suits for men of all ages begins at \$28 and goes up to \$65. Spring overcoats, \$35 and upward.

(Third Floor, Market)

A Good New Style in Men's Cordovan Oxfords

Made on an English last that combines a graceful toe with wide shank and low, broad heel.

In a rich shade of mahogany. Shoes that will appeal particularly to well-dressed young men. Price \$9.50.

(Main Floor, Market)